

# CLAYTON CENTURY FOUNDATION

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## CCF BOARD OF DIRECTORS

### AGENDA

April 29, 2009  
The Center of Clayton  
7:00 PM

- |   |         |
|---|---------|
| 1. Call to Order/Opening Remarks by Ken Goldman                 | 7:00 pm |
| 2. Approval of Minutes  | 7:04 pm |
| 3. Guest Presentation: CCF Logo & Tagline by Deanna Kuhlmann    | 7:05 pm |
| 4. Development Update by Jill Fisher                            | 7:35 pm |
| 5. Friends Update by Lotta Fox and Janet Rodgers                | 7:40 pm |
| 6. Administrative Update & Budget Discussion by Patty DeForrest | 7:45 pm |
| 7. Treasurers Report by Gary Krosch                             | 7:55 pm |
| 8. Resolutions by Scot Boulton                                  | 8:00 pm |
| 9. Board Member Roles by Ken Goldman                            | 8:10 pm |
| 10. Next Meeting – Wednesday, July 29 at 7:00 pm                | 8:15 pm |
| 11. New Business  | 8:16 pm |
| 12. Adjourn   | 8:30 pm |

*Agenda topics may be added, modified, or deleted at any time prior to the CCF Board meeting without further notice. To inquire about the status of agenda topics, call 226-9893. Individuals who require an accommodation (i.e., sign language, interpreter, etc.) to participate in the meeting should contact the Community Resource Coordinator at 226-9893 at least two working days prior to the meeting.*

# CLAYTON CENTURY FOUNDATION

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## Clayton Century Foundation Board of Directors Meeting Minutes

Wednesday, April 29th, 2009  
The Center of Clayton  
7:00 PM

**Attendees:** Ken Goldman, Judy Goodman, Scot Boulton, Jill Fisher, Sally Cohn, Michelle Harris, Gary Krosch, Dan Human, Bev Wagner, Janet Rodgers, Lee Hanson, Cindy Rapponotti, Gary Feder, Cindy Berger, Elizabeth Robb, Jim Sherby  
**Staff:** Patty DeForrest – Director of Parks & Recreation, Sarah Umlauf - Community Resource Coordinator  
**Guests:** Deanna Kuhlmann and Tom Twellman of Kuhlmann-Leavitt

1. Call to Order

Ken Goldman called the meeting to order at approximately 7:05 PM.

2. Opening Remarks by Ken Goldman

Ken encouraged the group to visit the CCF website if they had not already viewed the pages. Ken also pointed out that in the recently completed Citizen's Survey, the City of Clayton set new records for satisfaction. Ken encouraged the group to view the results of the survey on the City of Clayton's website. While the City of Clayton maintains a high level of excellence, we still have the opportunity to contribute to the completion of priority quality of life initiatives. All of the CCF committees have been busy. The group has raised more money, developed the website, attended a neighborhood association meeting and the group welcomed a new member to the board of directors: Gary Feder.

The Hanley House continues to host new programs on the site including a recent archaeological dig for Boy Scouts. The City of Clayton has funded exciting projects including a new roof and a new HVAC system.

The Parks Foundation recently had a presence at the Earth Day celebration in Shaw Park and handed out free trees to the public. The Parks Foundation is excited to once again host Musical Nights in Oak Knoll Park.

The Art Commission worked to secure a new sculpture for Bicentennial Park. The *Venus Victorious* will be installed shortly. The work of art is on loan from the St. Louis Art Museum during their expansion.

3. Approve October 29<sup>th</sup>, 2008 Minutes

Dan Human moved to approve the minutes. Scot second the motion. The minutes were approved as submitted.

4. Guest Presentation: CCF Logo & Tagline by Deanna Kuhlmann

Jill Fisher introduced Deanna Kuhlmann. Deanna has won numerous awards and accolades and the CCF is fortunate to have had the opportunity to work with Kuhlmann-Leavitt.

Deanna presented 3 different visual concepts and 2 different taglines. Each concept was presented first in Black and White and then in full color and then in motion. Each concept was designed to be smart, contemporary and timeless. The logo is an investment.

The first concept involved 2 leaves coming together and made up of four parts. The tagline was presented as "Enriching our Community". The concept may be specialized through color and individual taglines to reflect each section of the CCF. For example, the History Society may hold the tagline "Enriching our Community, Honoring our Past".

The second concept was similar to the first concept in that it was organic but it also had a geometric element. The concept was similar to a tulip and was presented with the same tagline "Enriching our Community".

The final concept was much more geometric and angular. It reflected a busy intersection and carried the tagline "Intersection of Community".

Following the presentation, a board member asked that Deanna explain her process for developing the concepts. Deanna expressed that she kept coming back to friendly images. The intersection concept began as a quilt that reflects the fabric of a community and developed into the intersection concept.

The flower is representative of the picturesque quality of Clayton and reflects the major garden spaces that exist in Clayton.

The Oak leaves are regional and can represent the four seasons. Deanna noted that ambiguity in a logo is also nice to have.

A board member inquired whether the intent was to have this logo take the place of the individual section logos. It was noted that it was the intent to eventually have one logo for all of the section groups to show unity. This will be a gradual process.

Following discussion, Ken requested that the board members make their recommendation. The development committee will take their recommendations

into consideration when making the final choice. The board members will prioritize their choices.

5. Development Update by Jill Fisher

Jill Fisher distributed a Development Plan that served as a revision of the Rome Group Plan. The Plan is a guide for fundraising during the first year of the organization. The plan is not absolute and is open to revisions. Also included with the plan was a timeline. Jill noted that the group was very close to on-task. Next Jill asked that all board members, if possible, sign on as Founders of the CCF at the \$500 level explaining that it was important to have 100% of the board join as Founders. This would not only help to provide the group with working capital but it would also show to the public that the CCF is 100% supported by the board.

A board member noted that it was important to keep focused on our goals and remember that the dream of ultimately raising \$15 million is separate from our goal of raising \$75,000 in 2009. Also, it was important to note that a feasibility study had not been completed. Also important to note is that the group is not intending to launch a campaign in the near future. The next board meeting will focus primarily on identifying priority projects.

6. Friends Update by Janet Rodgers

The Friends of the CCF have been very active. The group attended a neighborhood association meeting and they intend to have a presence at future neighborhood meetings. The group would like to sponsor special events and fundraisers including as Clayton run, a wine tasting, a family skate day and they could possibly raffle off 2 parking spots for the St. Louis Art Fair.

A board member suggested that since the goal of the Friends of the CCF is to raise funds for all of the sections, it would be wise to have a member of each section serve on the Friends of the CCF.

7. Administrative Update & Budget Discussion by Patty DeForrest

Patty DeForrest gave a presentation to the board of directors and updated the group on staff activities. Patty also distributed supporting material to the group. Patty discussed staff responsibilities and noted that the CCF was supported not only by the Community Resource Coordinator but also by the Superintendent of Recreation, the Events Specialist and the Marketing Specialist.

Patty then discussed the CCF budget. The group will soon have a working budget in place. Patty will host a budget workshop to help the group complete their budget sheets and then Clayton staff will compile the budget.

Patty then described the Project Matrix developed by City staff to help prioritize projects. The matrix uses a point system to rate projects. In using the project matrix, staff prioritized projects identified as key quality of life initiatives that the

CCF may choose to fund. The projects were identified in a handout distributed to the board. The July board meeting will more closely examine key projects.

8. Treasurer's Report by Gary Krosch

Gary referred to the budget summary handout and noted that not included in the final numbers was the \$4,300 from CCF funds committed to Kuhlmann-Leavitt for the design of the CCF logo.

9. New Business

Due to time restraints, a matter of new business was heard.

Elizabeth Robb noted that evening meetings were difficult to attend due to personal commitments and that a meeting time either first thing in the morning, around lunchtime, or possibly 4:00 pm would work better for her schedule. Elizabeth was interested in knowing if others in the group felt similarly to her.

The board of directors will be polled to find out if another meeting time would work better for everyone's schedules.

10. Resolutions by Scot Boulton

Scot introduced 6 resolutions for approval by the Board.

1. That there is hereby created the Clayton Century Foundation Advisory Board (the "**Advisory Board**"). The officers and the Board of the Corporation shall from time to time consult with the Advisory Board, as the CCF officers and Board of the Corporation deem appropriate. The Board of the Corporation shall from time to time designate the number of members, the qualification of members, and identity of members constituting the Advisory Board and shall have the power to alter or abolish the Advisory Board as they see fit.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution was amended: A committee will create criteria for appointment to the advisory board but the few persons that have already been cultivated will be approved by name by a temporary task force. Dan Human moved to pass the resolution as amended. Jim Sherby second the motion. The resolution was approved as amended.

2. That the two Sections of the CCF known as the Friends of the Hanley House and the Clayton History Society are hereby merged and that there shall hereafter be only one Section remaining to be known as the Clayton History Society, such merger to be effective upon action of members and the Boards of each of the Friends of the Hanley House and the Clayton History Society agreeing to such merger.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution passed.

3. That two new At-Large Board of Director positions for the Corporation are created in accordance with the provisions of the Bylaws of the Corporation, with the following persons nominated to fill the two new At-Large positions for the following terms:

Cindy Berger	Two years
John McCormick	One year

Dan Human moved to pass the resolution. Bev Wagner second the motion. The resolution passed.

4. That the Board of the Corporation ratifies the Board's Executive Committee's action in entering into a contract with the Kuhlmann-Leavitt, Inc for graphic design services, including the creation of a logo for the Corporation, in the amount of \$4,300.

Dan Human moved to pass the resolution. Gary Feder second the motion. The resolution passed.

5. That the Board of the Corporation Authorizes the President of the Corporation to enter into a contract with the Kuhlmann-Leavitt, Inc for graphic design services regarding a six panel Brochure in the amount of \$6,500 as funds are available.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution passed with a vote of 14 – 2.

6. That the Executive Committee of the Corporation shall have the power to enter into contracts and other transactions that shall be of a value of \$5,000 or less.

The resolution was amended to read "as funds available". Dan moved to pass the resolution. Scot Boulton second the motion. The resolution passed as amended.

11. Board Member Roles by Ken Goldman

Ken encouraged the board of directors to become more involved in the CCF and join a committee.

12. Next Meeting – Wednesday, July 29 at 7:00 pm

13. New Business

A board member suggested that citizens of Clayton may question the function of the CCF and may wonder why the City does not pass a bond issue to pay for the priority projects that the group has been considering.

14. Adjourn

The meeting was adjourned at 9:00 PM.

Minutes submitted by Sarah Umlauf.

## The GENERAL INFORMATION

### PURPOSE OF THE CLAYTON CENTURY FOUNDATION

The City of Clayton prides itself on a high level of service for its residential and corporate citizens. It is a suburban municipality with all of the benefits of an urban environment where people gravitate to live, work and play. City government provides for public safety, infrastructure and other essential services. Residents of Clayton experience many amenities that have been provided through a healthy balance of residential, retail and corporate taxation. The effectiveness of public-private partnerships in achieving special enhancements is being demonstrated in communities around the country as a result of grassroots citizen efforts and corporate participation. The Clayton Century Foundation was founded to support Clayton in its efforts to build a bright future and to prepare for the celebration of the City's 100<sup>th</sup> anniversary in 2013.

### SECTIONS OF THE CLAYTON CENTURY FOUNDATION

From the Clayton Century Foundation by-laws: *"The Corporation shall have that a number of Sections as shall from time to time be approved and designated by a vote of the Corporation's Board, provided, however, that the dissolution of any Section shall require a vote of the majority of the members (hereinafter defined) of that Section, if that Section has members and a majority vote of the Corporation's Board. Initially, there shall be five Sections: (1) Clayton Parks Foundation, (2) Clayton History Society; (3) Friends of the Hanley House; (4) The Clayton Arts Commission; and (5) The Friends of the Clayton Century Foundation. A Section Board, as set forth below, shall govern each Section. ... Initially, the Clayton Parks Foundation, the Friends of the Clayton Century Foundation, and the Clayton Arts Commission, shall not have members, and the Clayton History Society and the Friends of the Hanley House shall have members."* (p. 3)

#### Sections:

The **Hanley House, Arts Commission, History Society** and the **Parks Foundation** would function as separate Sections that coordinate and receive support from the CCF. Each Section will submit a proposed budget and fundraising plan to CCF in the first quarter of the year for review and approval by the CCF Board. This review will provide an opportunity to coordinate efforts, look for shared fund raising opportunities and coordinate approaches to prospective donors. Specific projects within the operating budgets of the Sections will be submitted in the grant-making process which would begin in 2010.

**The Friends of CCF** will also submit a proposed budget to CCF for expenses, and will serve as an important fundraising arm of the Foundation.



## **FY2009 FUNDRAISING PLAN**

The CCF Board of Directors and staff will develop and approve a comprehensive Fundraising Plan each year. That Plan will be presented in a specific month each year in order to keep continuity and consistency and to keep all efforts focused on Board approved activities and goals. The Plan will include a yearly operating budget for the Foundation.

The Executive Committee of the Board of Directors has considered a five year cumulative goal of raising \$15,000,000. The fundraising effort for CCF will be carried out by two committees of the Board: The Major Gifts Team and the Friend of the CCF. The Development Director will coordinate the efforts of the Major Gift Team and Friends group to maximize the efforts of both.

**The Major Gifts Team** --- The Major Gifts Team will be comprised of three to five people (who do not have to be board members). The Team will identify, cultivate and solicit major gifts. They will cultivate Founding Members of the CCF as well as other members of the CCF, who might have the capacity to make a gift of more than \$5,000. The Major Gift Team will also have its own list of prospects that will include individuals, corporations and foundations.

In FY2009, the Board will aim to raise \$150,000 in order to begin to successfully build momentum toward reaching the cumulative goal of \$15,000,000 in the Centennial year, 2013.

Based on fundraising theories and their past experience with capital fundraising, the Rome Group has provided the following Major Gifts Table of what might be required to raise \$15,000,000.

## Sample Scale of Gifts and Pledges Required to Raise \$15,000,000

Number	Gift Amount	Total
1	\$ 2,000,000	\$ 2,000,000
1	\$ 1,500,000	\$ 1,500,000
1	\$ 1,000,000	\$ 1,000,000
	<b>Leadership Gifts</b>	<b>\$ 4,500,000</b>
2	\$ 750,000	\$ 1,500,000
2	\$ 500,000	\$ 1,500,000
8	\$ 250,000	\$ 2,000,000
12	\$ 100,000	\$ 1,200,000
	<b>General Gifts</b>	<b>\$ 6,200,000</b>
14	\$ 75,000	\$ 1,050,000
20	\$ 50,000	\$ 1,000,000
43	\$ 25,000	\$ 1,075,000
100	\$ 10,000	\$ 1,000,000
	<b>Other Gifts</b>	<b>\$ 4,125,000</b>
<b>Many</b>	<b>Under \$10,000</b>	<b>\$ 175,000</b>
	<b>TOTAL</b>	<b>\$ 15,000,000</b>

Note: Naming opportunities will be available in accordance with City policies.

**Friends of the Clayton Century Foundation** --- The Friends group will be led by a *steering committee* of two members of the Board of Directors, the Director of Development, a community volunteer, and the two Board of Aldermen who are members of the CCF Board. There will be a larger *working group* that will include additional Friends committee chairpersons.

The mission of the Friends is to support the initiatives of the CCF through a variety of fundraising, event planning, and community awareness activities. The mission will be carried out through a grassroots effort to blanket the community with information about the foundation and by planning and executing special events. Through their activities, the Friends will identify major donor prospects and refer them to the Major Gifts Team.

Committees:

- Special Events
- Neighborhood Association Meetings
- Community Awareness
- Centennial Celebration
- Founding Members Campaign

The goals of the Friends for FY2009 are to:

- Inform the Clayton community about the CCF
- Identify major donor prospects
- Raise \$75,000 for the CCF

In order to reach the \$75,000 goal, these donor targets must be reached:

- \$5,000 donor = 1
- \$2,500 donors = 3
- \$1,000 donors = 10
- \$500 donors = 50
- \$250 donors = 50
- Under \$250 = 100

All actions and activities of the CCF, executed by both volunteers and staff, are accountable to the Board of Directors. This structure allows for close coordination of the activities and priorities of the Clayton Century Foundation, with staff providing guidance where needed and serving as the “hub” of activity.

## Membership Benefits for Friends of the CCF

	Under \$250	\$250	\$500	\$1,000	\$2,500	\$5,000
Name recognition in CCF Annual Report	*	*	*	*	*	*
Invitation to CCF events	*	*	*	*	*	*
Recognition as Founding Member on CCF website and letterhead, in new History of Clayton book, and on a plaque permanently displayed at Clayton City Hall. (only thru 12/31/2009)			*	*	*	*
Receive a copy of the old Dickson Terry history of Clayton book			*	*	*	*
Choose one: Private guided walking tour of public art in Clayton, or Private guided walking tour of Clayton architecture				*	*	*
A brick from the Shady Oak movie theatre				*	*	*
Name recognition on CCF website with logo					*	*
VIP parking and seating at CCF events					*	*
Personal/small group tour of any Clayton facilities – Mayor's office, Jail, County Council Chambers					*	*
50% discount on facility rental in cooperation with CCF**					*	*
Lunch with Clayton Mayor						*
Dinner at the Clayton Firehouse for six						*
Complimentary use of facilities in cooperation with CCF - Section facilities, City facilities**						*
Name recognition on CCF website with logo and link						*

**Advisory Council of the CCF** --- An Advisory Council will be formed to enhance community credibility and for access to particular areas of expertise from people who may not be serving on the Board of Directors. The Advisory Council will be a group of community leaders whose names will be listed in proposals, on the Foundation website, and on letterhead, and upon whom the Foundation could call for advice and counsel. The Council will meet once per year at a small event designed to show appreciation and to provide them with updates about the Foundation's progress. There will be a minimum gift requirement for Advisory Council members of \$1,000.

## **FUNDING GUIDELINES**

A separate committee of the CCF Board of Directors will take on the function of writing funding guidelines for the Foundation. Decisions to be discussed before the Foundation begins funding projects include:

- How much each year (or percent of what is raised) is going to be set aside for funding? (Rome Group recommendation: 25% of what is raised up to \$250,000 for short-term projects. Funding could include organizational efforts and smaller stand-alone aspects of capital projects but not the major capital projects; 75% of what is raised would be used for major capital projects as outlined on the City of Clayton Master Plan.)
- What are the guidelines? What is the timing for applications?
- Who will make the decisions?
- What is the process for applying?

In order to allow time to answer these questions, develop guidelines and policies and to raise money to be distributed, it is recommended that January, 2010 would be the *earliest* that the CCF would be ready to begin allocations.

## DEVELOPMENT TIMELINE

### **First Quarter 2009 (January – March):**

	<b><u>Status</u></b>
Complete and present Rome Group report	done
Discussion/adoption of recommendations	done
Convene Friends Steering Committee to develop mission, goals, calendar of events and committee structure	done
Plan for neighborhood blitz – campaign for awareness of CCF and solicitation of Friends and Founding members	on-going
Develop materials for neighborhood blitz	on-going
Begin discussion to develop CCF collateral and brochure	on-going
Determine framework for allocation of contributions – endowment, short-term projects, long-term projects	on-going
Review current Founders list and begin targeting additional people in the community	on-going

### **Second Quarter 2009 (April – June):**

Review budgets/plans of four Sections	April 29
Set up accounting systems and coordination with Sections	April 29
Develop annual budget for CCF	April 29
Select CCF logo	April 29
Develop and adopt annual plan (including Section information)	April 29
Recruit Board members for Major Gifts Committee, Friends Group, Special Events Committee	April 29
Complete work with Kuhlmann-Leavitt: design and printing	on-going
Launch membership campaign for Founders with: phone calls to CCF Board and BOA	done
Explain opportunity for \$500 total contribution by 12/31/2009 through Friends of CCF with letters, materials, mailing lists	on-going
Begin holding neighborhood gatherings in conjunction with Neighborhood Associations	on-going
Develop case for major gift support and identify prospects	on-going

**Third Quarter 2009 (July – September):**

Hold additional neighborhood gatherings in conjunction with  
Neighborhood Associations

Work with Major Gifts Steering Committee

Begin solicitations for gifts

Run an on-line auction for parking places during St. Louis Art Fair

Plan a first time event....a Clayton Walk/Run

Plan for “All That Glitters” event

Plan and host an Advisory Council event

**Fourth Quarter 2009 (October – December):**

Continue major gifts cultivation and solicitation

Continue attending neighborhood gatherings in conjunction with  
Neighborhood Associations

Send out second membership campaign mailing

Organize and sponsor a Clayton Walk/Run Event

“All That Glitters” December event

FRIENDS GROUP  
CLAYTON CENTURY FOUNDATION  
February 13, 2009  
Summary

Structure of the Development Effort ----- page 4

Suggested mission statement:

The mission of the Friends of CCF is to support the annual operating expenses and activities of the CCF through fundraising, event planning, and community awareness.

Goals:

- To inform the Clayton community about the CCF
- To identify major donor prospects
- To raise \$75,000 in 2009

Structure of the Friends group:

- Steering committee --- Lotta, Janet, Barbara (Jill)
- Working group --- steering committee and committee chairs
  - how many?
  - 5 – 10 more?
  - how will we recruit?
- Members --- all who donate to the Foundation?

The Working Group will be the steering committee plus neighborhood association representatives. This group will have one initial gathering to welcome, thank, explain, and make contacts. The “neighborhood gatherings” will be in conjunction with neighborhood planned activities or meetings, rather than an additional gathering in someone’s home.

Will do condo meetings in big condo buildings.

Suggested committee structure:

- Special events committee
- Neighborhood “gatherings” committee      us
- Community awareness committee      us plus Judy Kekich
- Centennial celebration committee



## Membership campaign committee

I will be meeting with Judy Kekich Tuesday afternoon to talk about an on-going article in the City Views about CCF and membership in Friends Group. I will ask her about our capacity to donate online thru the Clayton website.

### Priority activities for the Friends group

- Neighborhood gatherings

- Written solicitations

- Special events

  - Ruth's Chris

  - All That Glitters

  - Advisory Board Event

  - Dominic Michael Salon block party with Flaming Pie band

  - Sunrise Art donation

  - Artsy Recycling bins (Susan Sherman/Paul Ha)

  - Family Skating Day

### Next steps:

- Set next meeting date in early March (waiting for Lotta)

- Recruit committee chairs/working group

### Fundraising idea:

- Raffle and Online Auction for

  - 2 designated parking spots throughout the Art Fair

- Raffle tickets for \$5-10 each

- Online auction.....one week Clayton website

- Talk to police to pick spots and designate with sign

- Agree with Founders fee going to \$1,000 on 9/1/2009

### Other:

Think letterhead should not include Advisory Board, but rather Board and all who become Friends.

Take off top 2 rows on Rome benefits chart and

Add "name on letterhead" to the "Name recognition on website" box (costs \$500)

Friends Group  
April 13, 2009

Agenda/Action Items

Attended: Lotta, Barbara, Michelle, Jill

1. Neighborhood Association meetings
  - Janet --- update
  - Skinker Heights --- April 26<sup>th</sup>
    - Call to President
    - Speakers
    - Collateral
2. Community Communications
  - Barbara --- update
    - CityViews
    - News releases
  - Jill --- update
    - Collateral
3. Special Events
  - Lotta --- update
    - Welcome event for advisory council
    - Turkey Day Run
4. Membership Campaign
  - Jill --- update

ACTION ITEMS from meeting:

- Barbara --- write article for CityViews
  - gather sources/information for news releases
- Lotta --- run committee = Jill Indivino
  - Amy Koman
  - Melissa Wright
  - waiting for police/City approval to meet next
- Jill --- check approvals for run with Sarah Umlauf
  - re-check with Judy Kekich for CityViews deadline and approval
  - call Ruth's Chris about wine-tasting event
- Janet --- contact Skinker-Heights neighborhood association
  - compile list of neighborhood associations and contacts

## **CITY OF CLAYTON STAFF RESPONSIBILITIES CLAYTON CENTURY FOUNDATION**

### **COMMUNITY RESOURCE COORDINATOR:**

- Coordinate all communication to the CCF Board of Directors including e-mail, phone and written communications. This will include but not be limited to communications to distribute official documents and establish meeting times and locations.
- Coordinate all communication to the CCF Executive Committee including e-mail, phone and written communications. This will include but not be limited to communications to distribute official documents and establish meeting times and locations.
- Attend all CCF Board of Directors meetings and CCF Executive Committee meetings. Make all pertinent copies and compile handouts required for meetings.
- Attendance at individual Section meetings will be limited to the Clayton History Society and the Friends of the Historic Hanley House.
- Create agendas and record minutes for all CCF Board of Directors meetings and Executive Committee meetings. In addition, compile CCF Board of Directors electronic meeting packets that will be posted to the CCF website.
- In coordination with the Superintendent of Recreation, develop working policies for the CCF including but not limited to Naming Rights Policy, Gift Acceptance Policy, and Membership Policy.
- Compile and maintain donor database.
- Make deposits to the CCF account and keep accurate records of all deposits.
- With the assistance of the City of Clayton's Finance Department, maintain financial records for the CCF.
- Research and complete grant applications as appropriate.

### **EVENT SPECIALIST:**

- Serve in an advisory capacity in event planning for CCF events.
- Research 100 year anniversary activities held in other municipalities as well as similar organizations.

- Serve as staff liaison to the Centennial Celebration Planning Committee.

#### **MARKETING SPECIALIST:**

- Assist with updates to web site; registration of URL's.
- Assist with development of promotional materials.

#### **SUPERINTENDENT OF RECREATION:**

- Assist with development of policies and procedures.
- Assist in budget development and creation of budget documents.
- Attend meetings as needed.

#### **DIRECTOR OF PARKS & RECREATION:**

- Attend CCF Board Meetings and additional committee and section meetings as needed.
- Act in advisory capacity to CCF in matters related but not limited to policies and procedures, finance, public relations and event planning.
- Oversee budget development.
- Oversee financial management to include bill processing, contract negotiation and bid process.
- Assist in identifying appropriate park projects; coordinate this effort with the Parks and Recreation Commission and Board of Aldermen.
- Serve as staff liaison to Clayton Parks Foundation.

Name of Project:

## City of Clayton Department of Parks & Recreation Project Determination Worksheet

CRITERIA	Score Range 0 - 5	Weight	Criteria Total
Project included in the Parks Master Plan and degree to which it is supported by staff, resident/corporate and P& R Commission		5	0
Funding Available for Project		5	0
Degree to which the project improves the existing infrastructure of the park		3	0
Anticipated percentage of Clayton residents who benefit from the project		2	0
Degree to which the existing staff can maintain the completed project.		2	0
Degree to which project can be completed in-house.		1	0
Affect of project on historical attributes and/or existing greenspace		1	0
Additional benefits provided to the community		1	0
<b>TOTAL</b>			<b>0</b>

Completed by:

Date:

Additional Benefits:

## Project Determination Benchmarks for Evaluation

Criteria	0	1	2	3	4	5
Project included in the Parks Master Plan and degree to which it is supported by staff, P& R Commission and BOA	Project not part of the Parks and Recreation Master Plan	Project not part of the Parks and Recreation Master Plan; supported by two of three entities	Project not part of the Parks and Recreation Master Plan; but supported by P& R Commission and BOA	Project part of the Parks and Recreation Master Plan; supported by one of three entities	Project part of the Parks and Recreation Master Plan; supported by two of three entities	Project part of the Parks and Recreation Master Plan; supported by staff, P & R Commission and BOA
Funding Available for Project		0%	1 - 25%	26% - 50%	51 - 75%	76 - 100%
Degree to which the project improves the existing infrastructure of the park		No improvement	Slight Improvement	Moderate Improvement	Significant Improvement	Infrastructure Replacement or Addition
Anticipated percentage of Clayton residents who benefit from the project	0%	1% - 5%	6% - 10%	11% - 15%	16% - 20%	> 20%
Degree to which the existing staff can maintain the completed project	0% - 50%	51% - 60%	61% - 70%	71% - 80%	81% - 90%	91% - 100%
Degree to which project can be completed in-house	0% - 50%	51% - 60%	61% - 70%	71% - 80%	81% - 90%	91% - 100%
Affect of project on historical attributes and/or existing greenspace		Significant negative affect	Moderate negative effect	No change	Moderate Enhancement	Significant Enhancement
Additional benefits provided to the community	No additional benefits	One additional benefit	Two additional benefits	Three additional benefits	Four additional benefits	Five or more additional benefits

**CLAYTON CENTURY FOUNDATION  
REVENUE ACCOUNT SUMMARY SHEET**

**FY - 2009**

**I. SUMMARY INFORMATION**

**Clayton Parks Foundation:**

Taste of Clayton \$ 5,000.00

Enhance Program \$ 1,000.00

**Subtotal \$ 6,000.00**

**Friends of Historic Hanley House:**

Memberships: 20 @ \$40 \$ 800.00

Donations: Sponsorship of Ice Cream Social \$ 300.00

**Subtotal \$ 1,100.00**

**TOTAL \$ 7,100.00**

**II. JUSTIFICATION FOR INCREASE/DECREASE**

No projected increase in future years at this time.

**III. PROPOSED FY 2010 - 2012**

FY 2010

FY 2011

FY 2012

SUBMITTED BY: PLD

DATE 04/28/2009

APPROVED BY:

DATE

<b>CLAYTON CENTURY FOUNDATION CAPITAL EXPENSE WORKSHEET</b>			
<b>FY - 2009</b>			
<b>I. SUMMARY INFORMATION</b>			
Date Needed	Explanation	Total Cost	CCF Funding:
	<b>Friend of Historic Hanley House:</b>		
Jul-09	Repair Hanley House Shutters	\$ 23,800.00	\$23,800.00
Jul-09	Refurbish West 2-level Porch	\$ 23,806.00	\$23,806.00
	<b>TOTAL</b>	<b>\$ 47,606.00</b>	<b>\$ 47,606.00</b>
<b>JUSTIFICATION FOR EXPENSE</b>			
SUBMITTED BY: PLD		DATE	04/28/2009
APPROVED BY:		DATE	





# CLAYTON CENTURY FOUNDATION PROJECT CANDIDATES

CENTURY FOUNDATION PROJECTS	PROJECT MATRIX SCORE	FY09 FUNDING	DESIGN COSTS	PROJECT COST	OPERATING COSTS	GRANTS AVAILABLE	FUNDING NEEDED
SHAW PARK WALKING TRAIL	77	\$15,000	FY09	\$300,000	NO INCREASE	YES	\$300,000
INCLUSION PLAYGROUND	74	\$15,000	FY09	\$500,000	\$3,000/YR	YES	\$500,000
LAND ACQUISITION	64	\$0	\$10,000	\$2,000,000	\$45,000/YR	YES	\$2,010,000
BI-CENTENNIAL GARDEN ART PIECE	64	\$0	\$10,000	\$500,000	NO INCREASE	UNKNOWN	\$510,000
HANLEY HOUSE RESTORATION	63	\$75,000	ONGOING	\$1,500,000	\$200,000/YR	YES	\$1,425,000
YEAR-ROUND MULTI-USE FACILITY	56	\$0	\$25,000	\$6,500,000	\$900,000/YR	UNKNOWN	\$6,525,000
PERFORMING ARTS AMPHITHEATRE	53	\$0	\$25,000	\$800,000	\$45,000/YR	UNKNOWN	\$825,000
HANLEY HOUSE EDUCATIONAL CENTER	45	\$0	\$25,000	\$1,000,000	\$200,000/YR	YES	\$1,025,000

**TOTAL FUNDING NEEDED FOR  
PROPOSED PROJECTS**

**\$13,120,000**

# CLAYTON CENTURY FOUNDATION



**To:** Clayton Century Foundation Board of Directors

**From:** Sarah Umlauf, Community Resource Coordinator

**Date:** April 29th, 2009

**RE:** Financial Report

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The chart below summarizes the donations to the Clayton Century Foundation funds with accompanying notes to identify highlights.

<b>Revenue</b>	
	\$18,775.13
<b>Interest Income</b>	
	\$76.13
<b>Expenditures</b>	
	(\$4,040.65)
<b>Ending Balance</b>	<b>\$14,810.61</b>

**Notes:**

- To-date, the Clayton Century Foundation has revenue totaling \$18,775.13 and interest income of \$76.13 for a total of \$18,851.26.
- Donations to the CCF included \$12,850.00 unrestricted to the Clayton Century Foundation, \$4,514.70 earmarked for the Clayton History Society, \$1,310.43 earmarked to the Friends of the Hanley House and \$100 earmarked for the Friends of the CCF.
- The CCF has incurred \$4,040.65 in expenses. Of that amount, \$4,000.00 was contractual expenses related to services provided by the Rome Group and \$40.65 for operating expenses.

# CLAYTON CENTURY FOUNDATION



## Proposed Resolutions

April 29, 2009

### Resolution One

#### Creation of Advisory Board

**RESOLVED**, that there is hereby created the Clayton Century Foundation Advisory Board (the “**Advisory Board**”). The officers and the Board of the Corporation shall from time to time consult with the Advisory Board, as the CCF officers and Board of the Corporation deem appropriate. The Board of the Corporation shall from time to time designate the number of members, the qualification of members, and identity of members constituting the Advisory Board and shall have the power to alter or abolish the Advisory Board as they see fit.

### Resolution Two

#### Merger of Clayton History Society and Friends of the Hanley House

**RESOLVED**, that the two Sections of the CCF known as the Friends of the Hanley House and the Clayton History Society are hereby merged and that there shall hereafter be only one Section remaining to be known as the Clayton History Society, such merger to be effective upon action of members and the Boards of each of the Friends of the Hanley House and the Clayton History Society agreeing to such merger.

### Resolution Three

#### Creation of At Large Board of Directors positions and Election of At large Board Members

**RESOLVED**, that two new At-Large Board of Director positions for the Corporation are created in accordance with the provisions of the Bylaws of the Corporation, with the following persons nominated to fill the two new At-Large positions for the following terms:

Cindy Berger	Two years
John McCormick	One year

### Resolution Four

#### Ratification of Logo Contract Entered into with Kuhlmann-Leavitt, Inc

**RESOLVED**, that the Board of the Corporation ratifies the Board’s Executive Committee’s action in entering into a contract with the Kuhlmann-Leavitt, Inc for graphic design services, including the creation of a logo for the Corporation, in the amount of \$4,300.

**Resolution Five**

Approval of Brochure Contract with Kuhlmann-Leavitt, Inc

**RESOLVED**, that the Board of the Corporation Authorizes the President of the Corporation to enter into a contract with the Kuhlmann-Leavitt, Inc for graphic design services regarding a six panel Brochure in the amount of \$6,500 as funds are available.

**Resolution Six**

Executive Committee's Authority to Enter into Contracts

**RESOLVED**, that the Executive Committee of the Corporation shall have the power to enter into contracts and other transactions that shall be of a value of \$5,000 or less.